SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

October, 1907

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JANESVILLE, WIS., U. S. A.

No. 60

Why Does Lawson Succeed Where Others Fail?

"EARLY TO BED AND EARLY TO RISE, "WORK LIKE H—— AND ADVERTISE."

Is said to be a maxim the great financier has learned, the lesson we must all learn if we would succeed.

GET WHAT YOU GO AFTER

The man who took his pail, sat down on a rock in the middle of the field, and waited for the cow to back up to be milked, was first cousin to the fellow who expected things would come his way without trying.

Work, hustle, push, plan, EXECUTE. To the man who is determined to succeed there is no such thing as dull times. He's so busy keeping things moving that he has no time to sit down and grumble. Therefore the saying of the great advertising agents N. W. Ayer & Son—"Keeping Everlastingly at it brings Success"—is a true one.

The man who is carrying around with him a concealed desire to buy a **Parker Pen SOMETIME**, represents a numerous family.

All he needs is proper attention from a man who has made a study of salesmanship. He knows that nothing counts for more than personally speaking to the prospective buyer in the right way. A little tap on the shoulder, the right word at the right time, have been known to do wonders.

That delicate, intuitive unseen force which we all realize exists, yet invisible and difficut to describe—the possession of which distinguishes a good salesman from one that is no good. It enables its possessor to feel and know intuitively what is taking place in his customer's mind, so he can act accordingly.

"He only is a well made man who has good determination," so says Emerson, and as true today as when coined by the great philosopher.

Get busy today with your fall order for PARKER PENS, Holidays are near at hand. Determine to make a record this season that will by comparison make last season's record look like a dwarf.

Yours for advancement,

IT IS WHAT MAKES HARRIMAN

"Know thyself," is a saying almost thousands of years old. It is a suggestion of untold mysteries and truths. The human being HARRIMAN is a wonderful being. Men are just awakening to the fact that the "I will," or the "I am," when exercised,

13 the dominating power that sways nations.

It is what makes a Harriman, a Lawson, a Jas. J. Hill, or any one else who has risen to a degree of more or less note.

It has been demonstrated and proven beyond all question of doubt that the man who says "I will," and backs it up with that quality of mind that knows only persistency and determination, derives a peculiar power that seems to come only when brought forward by the exercise of will and determina-

The man who realizes that these great powers stand ready to help him, need never fail. By their aid and assistance, his business can be increased; he can be made more successful, physically, morally and mentally.

And, if you are not as prosperous as you wish, remember, "It's up to you."

No coaxing or cussing—just comfort—for those who use Parker Pens.-Litts.

If suggestion were not "something" to be IT IS JUST AS taken into account, then all advertising would be useless. When a man's body needs nour-ESSENTIAL ishment, the suggestion is given him to re-

plenish the food supply by making him hungry.

In a business way, it is just as essential. The man, for instance, who puts in a stock of Parker Pens and does not use suggestion, would make little progress. Suggestion is nothing more or less than a hint, an intimation, "a tickler," calling out some thought that has been stored away in memory's vault. Therefore, the salesman who does this with the most tact, the most skill and cleverness, is the best salesman, and measured in dollars and cents, by far the most valuable.

In order to sell an article of any kind, a desire to own the article must be created in the mind of the purchaser. Favorable and agreeable impressions must be given out concerning it. When this is done, it is only a question of stimulating the desire to a degree sufficiently strong to effect a

change of ownership.

"Buying cheap goods to save money is like stopping the clock to save time."-Pilcher.

AS WE HAVE SAID BEFORE Consider every person who comes into your store as a prospective Fountain Pen purchaser, unless they are already users.

Do not, however, rely upon their ALL asking

for Parker Pens, for they will not do it.

"The man who took his pail, sat down on a rock in the middle of the field, and waited for the cow to back up to be milked, was first cousin to the fellow who expected to make a record selling Fountain Pens without getting next to the prospective buyer and personally introducing the subject."

Just put yourself in the other fellow's place for a moment. Suppose, for instance, you were in the store of a reputable dealer whom you respected, and patronized, and some morning you should step into his establishment and he would greet you pleasantly and remark: "Say, Mr. Van Buskirk; I have been looking over a new shipment of Parker Pens which I just got in, and I came across one that I thought would just suit your hand. So I laid it aside. I would just like to have you take the pen and use it a few days, and let me know how you like it.'

Now, don't you really think you would feel secretly pleased to know you had been the object of his thought and attention? Could you do less than to take the pen on trial as suggested, learn to like it, and at the end of a few days wonder how in the dickens you had gotten along so many years without such a convenience—and buy it?

The dealer who is content to let things go as they please is about two generations behind times. Life is evolution, and some of the pleasures of life are accomplishments.

Old Maid (entering music store)—"Have you 'Kissed Me in the Moonlight?"

Clerk-"Er-er-no. I guess it must have been the other clerk."-Ex.

To demonstrate to your own satisfaction that PROVE IT there is a force to mind, and that you can do things better and differently than you have, make a resolve that in the next twenty-four hours you will suggest to ten different people who will enter your store that YOU have a Parker Pen in your case especially FOR HIM. Follow up the suggestion with tact. Get a pen for his hand for trial; tell him of its goood qualities; intimate to him what pleasure is in store for him by making use of the pen. These things, followed up, will open your eyes. Suppose you try it—today.

Depend upon yourself, for if you wait for the other hands are the pend upon yourself, for if you wait for the other hands are the pend upon yourself.

bring the business to you, you will surely be disappointed. The man who adopts the initiative in opening up the sub-Z ject of Parker Pens with a sale in mind, will sell ten pens to the salesman who simply waits for the other fellow to do so.

Life is too short to be a failure—you can't afford it especially when you have the means at hand to make a success of it.

The man who can realize the truth of the above, and who will exercise his determination to better his condition, finds he holds within his hand the "Master Key."

A lazy, smart man is like a cog wheel with a number of the teeth broken out-neither can be depended upon.

SLICES OF CHEESE

It's a pretty well demonstrated fact that you can't get something for nothing. Yet, (would you believe it?) there are men in business today who think that their business career is secure, simply because they have been "set up" in business.

You never saw a real successful business man who was not a worker, and a hard worker. Attention to details, planning, investigating, building, strengthening methods in use, originating new ones, are some of the foundations upon which a successful business structure is reared.

Is it any wonder then that the reason assigned by the great commercial agencies, Bradstreet and Dunn, each year, for the greatest number of failures is "Incompetency?"

It's not enough to simply give an order for goods and credit up the difference between cost and selling price as profit. You paid cash for the goods—what have you done for the profit?

If you think you can cut off slices of Success, or chunks of Profit, as you would cut a loaf of bread or a slice of cheese, you still have some practical ideas of business to learn. instance, after the most careful investigation, it is believed to be a fact that only three persons out of a total of ten, who have become pen purchasers and users, did so without solicitation on the part of the dealer. Just think of it! Seventy per cent of the trade acquired by some one who has intuition and knows how to use it, and who shows by his works that he has earned his success and achievements. The thirty per cent take care of themselves, so to speak. It requires but little more ability to sell them than it would to sell a pound of coffee. But the seventy—Ah, "that's a different story.

Is your stock of Parker Pens arrayed in its most attractive shape? Have you the pens arrayed in your case so that you can easily locate a stub, a fine, a \$4.00 coarse point? Have you studied your customer so you can take advantage of the psychological moment and talk Fountain Pens to him in a way that scores?

Opportunities for selling pens are as numerous as girl graduates in June. But these opportunities are not all labeled like signs along a country road, but they do give indications and impart knowledge of their presence, to those whose perceptions are keen, and whose knowledge of human nature is such as enables them to act at the right moment.

Hard times or slow sales are to live salesmen but "hunches" to tighten the reins, use more care, more tact, and more steam.

NO CHARGE FOR The world is pretty nearly filled with a lot of good fellows. Once in a while, however, there THE NOTICE is one whose sense of business honor could lose itself in a peanut shell.

TO THE POINT

Our great advertising campaign brings to us thousands of inquiries for prices, catalogs, and requests for the name of a local dealer who sells Parker Pens. These requests are all complied with, and the inquirer is referred to the dealer nearest to the inquirer, and we so notify the dealer of the transaction.

Some time ago, we sold the week or two ago we emick Bros., Garden City, Karalland, etc., from Mr. Henry eceived a request for prices and the example for was sent him, and a courteous letter good to a sent the informing them. and a courteous letter sent we were sending them a courteous letter sent we were sending them a courteous letter sent with a Parzer Pen, and suggesting that they take particular to have suggesting the suggesting the suggesting the suggesting the suggesting that they take particular to have suggesting the buyer. Surely they would be would they?

READ MR. 22-13 LETTER.

1,3 1/40 Cit5, Kan. Sept. 16 '07.

The Geo. S. Parker Co.. Gentlemen: - Your letter act. Small & supplied. As per your sug-

gestions. I called on Remick Bros., but they only had in stock one Parker Pen, and a damaged one at that. They tried to convince me to buy a pen, but as I wished a Parker, I told them I knew what I wanted, so I addressed myself directly to your factory.

Enclosed find Money Order for \$4.35 for one Fountain Penerker "Lucky Curve." Catalogue No. 24, Falcon. with screw joint, very fine pointed pen, price \$4.00, one bottle ink, 25c. postage 10c; total, \$4.35.

I trust you will be able to furnish the pen immediately.

Yours truly.

(Signed) Henry C. Pety.

What do you think of that? But, "the biter got bit," for the honorable (?), courteous (?), appreciative firm of Remick Bros. not only lost a customer, but the profit on the sale. But then, we are charging them nothing for this notice.

THE PARKER PEN FROM "A" TO "Z"

By H. C. Ceden.

And Apt Advertising, full of Zinger and snap.

stands for Blotting, a think of the past, By users of Parkers, writing partial or fast.

stands for Controller, and and the "Curve," Creating friends for the Factors, as they richly deserve.

stands for Durable, a 1682 774 wirth while. Double life have the Parkets it any old style.

stands for Energy and East, and Endeavor. Lach to good business an opposite, where

's for our Fountain, of which you've "Heard tell." F ew have approached it; while can excel.

is for Gratitude, expressed, and implied. Urateful are those with a Franker supplied.

is for Hustler, which a man quight to be. Have you tried with a Parker's Just do it and see

stands for Industry, Intelligence, and Ink. t's a good combination, worning, you think?

stands for Janesville, where Parkers are made. Justly made famous with "Louisy Curve's" aid.

stands for king, which is only a name. indly given our Pen, but it wilds to our fame.

stands for "Lucky," the Carre widely known. Likewise are those who a Parker can own.

is for Medals, both silver and gold. Many we've taken, as the records have told.

is for Neatness, a source of much pride. Nozzles of Parkers couldn't leak if they tried.

stands for Order, which will promptly be filled. Unly good things from our Factory are billed.

is for "Parker," the Pioneer Pen, referably purchased by practical men.

 \mathbf{Q} is a hard one, but it stands for "Quill." uite a number of "has beens" use a goose feather still.

is for Race, which the Parkers are winning. Ranks of our rivals are constantly thinning.

stands for Success, by the world much admired. Striving to surpass, we never grow tired.

is for Treatment that's honest and square. The Parker Pen Policy is known everywhere.

stands for Users, who work with a vim. Unless you've a Parker you're not in the swim.

is for Volume our sales have assumed.

Very soon to the junk pile other pens will be doomed. is for Woman, for whose delicate hand We've a special made Parker—the best in the land.

is for multiply and also for Ten. Acellent symbols of the Lucky Curve Pen.

stands for Yesterday, with its old-fashioned rules. You are not up-to-date using back number tools.

Zenith of fame has the "Lucky Curve" reached.

The Wright House, Lancaster, Wis.

Parker Pen Co., Janesville, Wis.

Gentlemen:—A very singular collectione mentioned the fact that he the above hotel. When writing corrections, one mentioned the fact that he used the best fountain pen made, and which both sides disagreed, saying used the best fountain pen made, and which both sides disagreed, saying used the best. But, upon investigation we find each and all to be theirs was the best. But, upon investigation we find each and all to be their famous and old reliable "Lucky Curve," and wish to show our apprehe famous and old reliable "Lucky function mention for the clation of its merits by sending this, and not the general public. Signed by "Lucky Curve" to all traveling mention for the clation of its merits by sending this, and to the general public. Signed by "Lucky Curve" to all traveling mention for the Commercial Travelers.

Lawrence University, President's Office, Appleton, Wis.

Parker Pen Co., Jaresville, Wis.
Gentlemen:—Fermit me to said an unsolicited testimonial to those
I presume you are enstantly receiving, relative to the merits of your
"Lucky Curve" pens. I have used one nearly four years and have found
"Lucky Curve" pens. I have used one meanly four years and pave found
it eminently satisfactory. They are what you claim, "good pens."

Zelia A. Smith

70. D. Shane. Jeweler.

Michigan.

Geo. S. Parker Pen Co., Janesville, What Gentlemen:—I want to say the Parker led them all in this vicinity this Christmas. All that was necessarily for us was to say, "It's a Parker," this Christmas. All that was necessarily for us was to say, "It's a Parker," D. D. Shane.

L. S. Grimm Jeweler and Optician.

Kansas.

Parker Pen Co., James ville, Wis.

Gentlemen: — Englowed find draft for \$20,00, to apply on account.

Am well pleased with Parker Pen intalness. Have sold more fountain pens since I put in the case assurtment than I sold in the four years before that.

L. S. Grimm.

A. A. Shaw. Jeweler.

Alfred, N. Y.

Parker Pen Co., Janesville, Wis.

Dear Sirs: We have sold from tall Pens for lifteen years, but have

Dear Sirs: We have sold from tall Pens for lifteen years, but have

our customers

wer had a success like the Parker has brought us. Our customers

ver lad a success like the Parker has brought us. A. A. Shaw.

Pennsylvania.

Parker Pen Co., James IIIe. Who,
Gentlemen: The rens I ordered from you arrived in good order,
Gentlemen: The rens I ordered from you arrived in good order,
They arrived at neum unday and I and three wille I was unpacking them,
They arrived at neum unday and II is now 2:00 p. m.
I have sold three since and II is now 2:00 p. m.
Yours, yer truly,

D. A. Caley.

James Henderson Druggist

Drugs. Medicines. Stationery and Sundries.

The Parker Pen Co., Janesville, Wis.

Dear Sirs:—Fountain Pens sent me August 17th, are at hand. I enclose you check for the amount of the bill less 2 per cent in ten days.

My method is to bring the pen before the public, then show its superiority over the cheap pens with which the market is flooded, and absolutely guarantee every one.

Good goods sell themselves when once established.

Respectfully yours,

James Henderson.

I. Ernest Converse. Attorney-at-Law. Real Estate and Insurance.

Michigan.

Parker Pen Co., Janesville, Wis.

Gentlemen:—I do not need to stop and think about the pleasure in store for me if I use the 'Lucky Curve' Pen. as I have been a user of the same for past three years. During that time, I have given my pen all kinds of usage, and have used all kinds of ink, but it never has failed to give entire satisfaction. If I could not get another one, I would not sell mine at any price. My pen is a \$2.50 pen. Hoping for you the prosperity that you deserve, I am, Very truly yours, J. E. Converse.

Indian Territory.

Mr. Geo. S. Parker, Janesville, Wis.

Dear Sir:—Parker Pens and case shipped me on the 17th of November were duly received, and am very much pleased with them. They were all in good order, and I believe I will be able to do a good business with them. I have handled the Waterman for the past two years, but since I have examined the "Lucky Curve," I will buy no others. I am using one every day, and it works beautifully.

Yours very truly, Fred McIntyre.

R. W. Burton. Bookseller and Stationer.

Alabama. The following is a copy of an ad. on my billboard today:

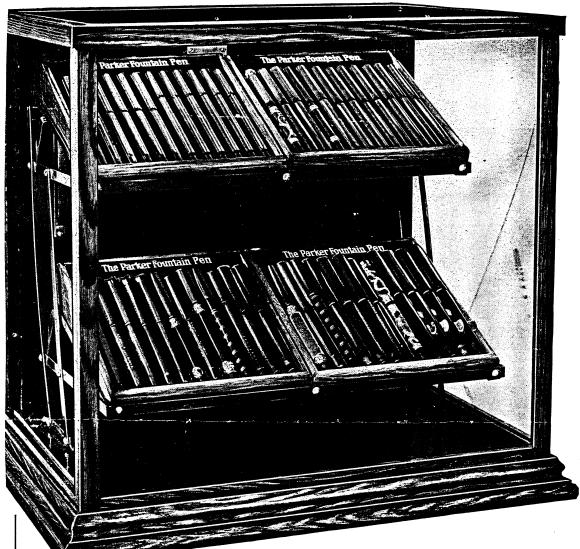
The Parker has a Lucky Curve, But not a leaky joint; 'Tis made with even flow to serve, Which is its strongest point.

Of all the gifts for maids or mien, Most useful is a Parker Pen-

Yours truly.

R. W. Burton.

PARKER CASES



One of these cases fitted with trays will be sent with your first order for one of the

- 4 Doz. Case Assortments Ideal Assortment, Net \$77.28
- 6 Doz. Case Assortments
 Gilt Edge Assortment, Net \$117.63
- 8 Doz. Case Assortments
 Review Assortment, Net \$160.00

12 Dozen
Case Assortments
An Al Assortment, Net \$236.91

Parker Pens

Having a separate case in which to keep your Fountain Pens is ideal. Mixing a lot of Fountain Pens with miscellaneous goods in a stock case, gives the impression of "side line" to the prospective buyer and you know what the effect of that feeling is. These cases are really more handsome than the cut represents. To be appreciated they must be seen and used. Each case is fitted with lock and key. The mechanism is made fast to the door in the rear. When this is opened, it arranges the trays all on the same level, making it very easy of access When the door is closed, the trays are again put in position as per cut Try a case and see what a comfort and a trade increaser you will find it. A special proposition to pay on monthly payment.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap and Ink Controller. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. Black or mottled rubber or fancy chased barrel. If you prefer a pen with a screw joint, here it is. No. 018—Jointless, same size and price as No. 18.



No. 20. Price \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted. No. 020—Jointless, same size and price as No. 20.



No. 23½. Chased. Price \$3.00.

This new style makes its first appearance herewith. It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all



No. 201/2. Chased. Price \$2.50.

This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap. Fountain is fitted with gold pen of any elasticity and in fine, medium or stub point. Cut slightly out of proportion, as barrel is a little longer than shown.





No. 24. Price \$4.00. Screw Joint,

This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head). No. 024—Jointless, same size and price as No. 24.



.. No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



Hexagon. Price \$3.00. No. 23.

This is a spiendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. On account of shape will not roll. No complete stock should be without a few of these. No. 023—Jointless, hexagon, same size and price as No. 23.



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

Considerably larger than the ladies' size of the same number. Has the "Lucky Curve." This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 42½. Price \$4.50.
This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for

HOW ABOUT USING A NEAT LITTLE ELECTRO ON YOUR LETTER HEAD AND ENVELOPE WE HAVE THEM, WITHOUT CHARGE FOR YOU.

ut.



No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 31. Price \$7.50.

No. 31 is a large size fountain covered with sterling silver. Space on name plate on which to engrave name. The richness and refined elegance represented in this pen is apparent.



No. 31. New Spiral Design. Price \$7.50.

This cut shows another form of the regular No. 31 and we can furnish this pen in several patterns, filigree work, solid silver.

PARKER SELF-FILLING FOUNTAIN PENS

LISTEN TO THE "CLICK"; WHEN IT "CLICKS" IT'S LOADED AND FILLED

A Pronounced Success. Thousands in Use

This cut shows the self-filling pen with the side of the barrel cut away, and disclosing just how the mechanism is locked when the pen is in position to write. The ink reservoir in the fountain is a soft rubber sack. In order to fill the fountain it is but necessary to take the thumb nail and push down on that portion of the pressure bar that engages with the



PARKER SELF FILLER

barrel which is shown by the little triangular part that runs at right angles to the pressure bar Then the sack can be depressed, as shown in the cut above. As soon as the pressure is removed from the rubber sack it immediately assumes its position. Then by giving the larger projection a little pull backward it immediately becomes locked, as shown on the left.



No. 20. Self-Filler. Price \$2.50.

This is the lowest priced self-filling pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23. Self Filler. Price \$3.00.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the ceding number. The larger pen affording as it does, the different "feel," will richly repay anyone to purchase this pen if they are preceding number. connoisseurs.



No. 24. Self Filler. Price \$4.00.

This is a full size larger than the preceding number both in barrel and pen. It affords a feeling of luxuriousness that cannot be obtained from the smaller sizes. You could not buy a pen of higher grade were you to pay double the price charged for this pen. In its construction is employed the best of everything that can be produced. Each part is fitted and tested.



No. 25. Self Filler. Price \$5.00.

This is the largest self-filling pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury afforded by this number.

Any of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine, medium, coarse or subspace of the foregoing pens furnished in fine pensions.

Pearl Desk Holders

(Not Fountain) (Not Fountain)
We have an exceedingly handsome Desk Holder. The holder is pearl, the pen gold and the nose plaited. With the pen is sent a plush box. A very pretty present for a birthday or a holiday. Price—\$r0.50 doz. with fancy box.

Stylos

There is an occasional call for a stylo. We have

OUR CHEAP SPECIALS These pens are cheap, but good. They are not sold as equal to the money. Both have gold pens and screw joints, but do not have the "Lucky Curve" feed. They are the best the market affords for the price.



NEW SPECIAL. Slip over cap. Has the appearance of a 2.50 pen. PRICE \$1.50.



SILVER DOLLAR. Upper or lower feed as desired. Supplied under the name of "Palmer Pen," if desired. PRICE \$1.



No. 43. Gold. Price \$10.00.

Holder comparatively small, cap and barrel covered with dull finish, 18k plate. Modest and rich, with a style all its own. For young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings are Sterling Silver.



No. 35. Gold. Gentlemen's Size. Price \$10.00.

Barrel and cap entirely covered with heavy 18k plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



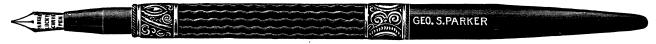
No. 41. Price \$8.50.

This is a gentleman's pen. Large barrel and covered with Gold filigree work of beautiful design. For father, brother or sweetheart, an ideal present.



No. 40. Barrel and Cap Covered with Solid 18K Gold. Price \$20.00.

For a wedding present, a birthday present, a present to some honored member of a society, this pen would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a plush or morocco box without additional charge.



Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same pattern as the other, ladies' size, considerably



No. 37. Sterling Silver. Price \$8.00.

This odd and fantastic design is of a snake's body. The eyes are set with green stones. Certainly a unique covering for a fountain. Space reserved for engraving owner's name. No. 38—Gold, same pattern as above. Price \$10.00.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k gold plate, will wear many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain pen you need have no fear of regretting selecting this style.

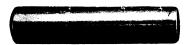


No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.







Bookkeeper's Special. No. 100. Price \$6.00.



Here is something designed especiany for book-keepers. It is a double fountain pen, one end for black ink and the other for red. The ink reservoir for the red ink is mottled red, which indicates at a glance the color of ink in that barrel. The other end of the fountain is black, which also indicates the color of ink therein. Every book-keeper who has seen and tried this is simply delighted with it. The fountain can be disjointed, if desired, thus making two complete fountains, in which event they could be carried in the pocket in the ordinary way.



Emblem Pens.

For the first time we show this pen. We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple, U. C. T, Navy.



Parker Black Ink. Net Wholesale Price: 2-oz. Cones, per gross, \$2.75; 4-oz., per gross, \$4.00.





Parker's Red Ink. Net Whole-Parker's Mucilage. Net sale Price: 2-oz. bottles, full Wholesale Price: 2-oz. bottles, measure, per gross, \$4.20; 4-oz. per gross, \$4.20; 4-oz. bottles, per bottles, full measure, per gross, gross, \$7:20; pint bottles, per doz., \$7.20; 1-pint bottles full measure, \$3.00; qt. bottles, per doz. \$5.00. per dozen, \$3.60.



No. 1-Parker's Fountain Pen Ink. Price, 25c. Each bottle packed in pasteboard carton. A handsome package and a staple seller. Wholesale price, \$1.25 a dozen.



Parker's Writing Fluid in Quart Bottles.

Price, 75c per bottle retail. \$4.00 per dozen wholesale. 5c Size, Square Bottle\$4.20 per gross

10c Size, Square Bottle _____ 7.20 per gross

Parker's Liquid

G'ue. Net wholesale price: 1-oz. jar, round, large mouth, per doz., 60c; Parker's Liquid

Glue will stick glass, pottery, in fact almost

everything.

Banker's Safety Ink.

There is not a banker, lawyer or insurance man in your city of any note that would not gladly make an investment in this wonderful ink if they knew about it. The only kind of ink with which wills or any kind of important papers should be written. The only safety ink sold. Acids will not affect it. Quarts only. Speak to your lawyer or banker about it. Price, \$1.00 per quart; wholesale, \$6.00 per dozen.

Parker's Combined Writing and Copying Fluid.

Quarts, Full Measure, each \$0.75 Wholesale Price, per dozen 4.50



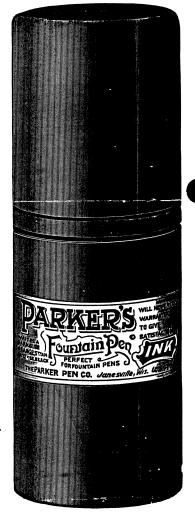
In view of the fact that some dealers have a demand for a Fountain Pen to sell to school children and others, and on which they desire to make a leader. Just the thing with which to make a run. A gross would cost you \$72.00. It is an excellent pen for the

money and will give very good satisfaction. We are in a position to fill orders large or small. A very good Pen for little \$6.00 money. Net wholesale price per dozen...............

Larger size \$8.00 per dozen or \$96.00 per gross.

HEREWITH is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber

band, (for soft rubber soon gets rotten and becomes worthless.) The band that holds the fastener to the pen or pencil



No. 2-Parker's Fountain Pen Ink. Exact Size. Price, 25c.

is a fine spring piano wire coiled over a central stand to give it strength. They are nicely put up, three dozen on a card which can stand on the show case. Are quick sellers at either 5 or 10 cents each, and cost \$1.00 per quarter gross whole-Per gross, \$3.75.

Parker's Traveler's Fountain Pen Ink, No. 2 Package. Price, 25c. Screw Top. Wooden Case. Bottle Fitted with Patent Fountain Filler. A Great Seller. Wholesale, \$1.50 per Dozen.